

V. Neighborhood Areas
**PARK VIEW/
 PARK MORTON**



FIG. 37.4 - Existing Conditions of Park View / Park Morton Neighborhood Area

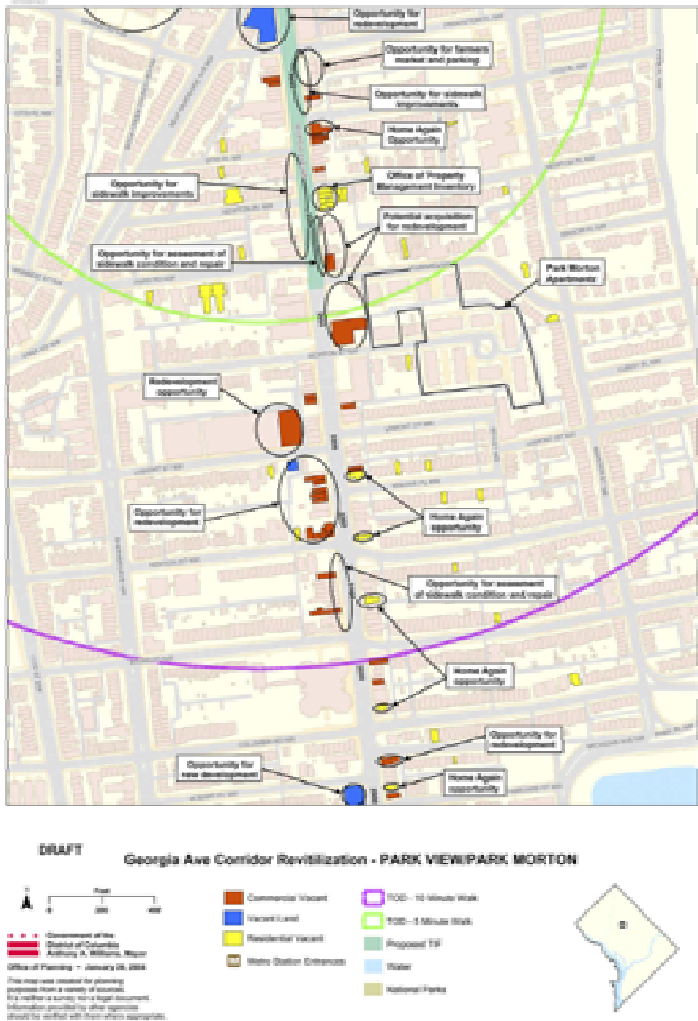
Park View/Park Morton
 Otis Place to Irving Street

The Park View/Park Morton study area lies south of the Metro Station, extending along Georgia Avenue from Otis Place to Irving Street, to include the 3100 to 3500 blocks. This neighborhood area contains buildings ranging from one-story retail shops to small shopping centers. Many row houses in this area have historic townhouse facades, however they were converted some time ago into retail buildings with the addition of small one-story additions in the front yard. Some of the neighborhood anchors include a post office and a Murry's grocery store.

Issues:

- Fails to incorporate Transit Oriented Development principles, wherein, the area does not build on its proximity to the metro station. Buildings, landscaping, and public space are not arranged to reinforce and orient activity toward the metro. The area lacks a sense of place; land use is underutilized with large vacancies; and the overall environment is not conducive for pedestrians or bicyclists.
- Park Morton public housing complex (17 garden style buildings with 174 units) contains poor physical lay out and design. The existing suburban-style physical design contributes to the lack of safety and adds to a visible exclusion from the surrounding community. It also lacks the private space, which leads to attracting and fostering negative activity in and around the corridor.
- Significant amount of blighted/dilapidated residential privately held properties in surrounding neighborhood, in need of assistance to maintain and/or rehabilitate properties.
- Area contains a significant amount of vacant, dilapidated, undercapitalized businesses.
- Significant amount of residential vacancies in and around the corridor.
- Lack of public land for new development; the majority of lots are small and privately held.
- Lengthy commercial zone with underutilized land use.
- Poor pedestrian crossings, signage, and pavement markings.

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Recommendations:

- Apply Transit Oriented Development principles to generate a dynamic place with increased variety and intensity of land use and activities within walking distance of the metro that draws the community and visitors to socialize, shop, live and interact.
- Establish a Park Morton Task Force with district agencies and community partners to address the social and physical issues surrounding the Park Morton public housing complex.
- Use Crime Prevention through Environmental Design (CPTED) strategies to improve the safety of the Park Morton housing complex. CPTED is based on the premise that “proper design and effective use of the physical environment can produce behavioral effects that will reduce the incidence and fear of crime, thereby improving the quality of life.”
- Apply corridor-wide business & economic development strategy (see Implementation – Action Plan section)
- Initiate the Targeted Block Initiative. One to two blocks will be selected to work with owner-occupied properties to repair the inside and outside of the home with the aim of achieving a cohesive visual improvement within the entire block.
- Aggressively implement the Mayor’s Home Again Initiative to return the residential vacancies to productive use.
- Acquire and assemble many of the existing vacant properties along the corridor for redevelopment. (Refer to section on “Redevelopment Opportunity Sites”)
- Assess brick condition of sidewalks and repair uneven sidewalks where needed. Apply better pedestrian crossings, signage, and pavement markings where needed.

FIG. 38.1 - Proposed Plan of Park View / Park Morton Neighborhood Area